

Message Text

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ORIGIN EB-08

INFO OCT-01 AF-10 ARA-14 EUR-12 ISO-00 AGRE-00 SIG-02
CIAE-00 DODE-00 INR-07 NSAE-00 PA-02 USIA-15
PRS-01 SP-02 COME-00 /074 R

DRAFTED BY EB/ICD/TRP:PPPILKAUSKAS:BLO
APPROVED BY EB/ICD/TRP:PPPILKAUSKAS
EB/ICD/TRP:JMAIERS
USDA/FAS:LHURT (INFO)

-----085132 291219Z /50

R 290216Z SEP 77
FM SECSTATE WASHDC
TO AMEMBASSY LONDON
INFO AMEMBASSY BERLIN
AMEMBASSY BOGOTA
AMEMBASSY BRASILIA
AMEMBASSY ABIDJAN
AMEMBASSY SAN SALVADOR
AMEMBASSY MEXICO
AMCONSUL RIO DE JANEIRO
AMCONSUL SAO PAULO

UNCLAS STATE 234015

E.O. 11652: N/A

TAGS: ETRD, EAGR

SUBJECT: COFFEE: WASHINGTON POST STORY OF SEPTEMBER
27, 1977

LONDON FOR BOSWORTH

THE FOLLOWING IS EXCERPTED FROM A WASHINGTON POST STORY OF
SEPTEMBER 27, 1977 ENTITLED "HIGH COFFEE PRICES EASE
CONSUMPTION". THE STORY LEADS WITH A REVIEW OF INTER-
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NATIONAL COFFEE ORGANIZATION DISCUSSIONS OF PRICE, IN-
CLUDING MENTION OF ARTURO GOMEZ JARAMILLO'S REVIEW OF THE
PRICE/CONSUMPTION PICTURE, AND THEN PICKS UP AS FOLLOWS:

BEGIN TEXT: IN THE FACE OF CONTINUING HIGH PRICES, EAST
GERMAN COFFEE ROASTERS--ON ORDERS OF THE COMMUNIST PARTY--
HAVE WITHDRAWN THE COUNTRY'S MOST POPULAR COFFEE BRAND

FROM SUPERMARKET SHELVES.

THE NUERNBERGER ZEITUNG NEWSPAPER, IN A REPORT FROM ITS EAST BERLIN CORRESPONDENT, PETER NOELDECHEN, SAID THE SALE OF "KOSTA," THE NUMBER ONE FAVORITE AMONG EAST GERMAN COFFEE DRINKERS, WAS DISCONTINUED IN AUGUST.

REPLACING "KOSTA," WHICH USED TO SELL FOR DOLS 13 A POUND, WAS AN "IMPROVED" MIXTURE OF COFFEE AND SUBSTITUTES UNDER THE TRADEMARK OF "KAFFEE MIX" AT DOLS 6.55 A POUND.

EAST GERMAN COFFEE DRINKERS ARE UNENTHUSIASTIC ABOUT THE NEW PRODUCT, WHICH IS 51 PERCENT ROASTED COFFEE AND 49 PERCENT SUBSTITUTES.

MEANWHILE, THE FOLGER COFFEE CO. ANNOUNCED YESTERDAY THE EXPANSION INTO ADDITIONAL PORTIONS OF THE COUNTRY OF ITS FLAKED COFFEE BRAND, A PRODUCT WHICH IS EXPECTED TO EASE PRICES.

DESIGNED FOR USE IN AUTOMATIC DRIP COFFEEMAKERS, FLAKED COFFEE INCREASES THE AMOUNT OF COFFEE WHICH CAN BE EXTRACTED FROM EACH ROASTED COFFEE PARTICLE BY UP TO 25 PERCENT, ACCORDING TO A COMPANY SPOKESMAN.

THE NEW PRODUCT, WHICH HAS BEEN IN LIMITED TEST MARKETS
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SINCE JANUARY, WILL NOW BE AVAILABLE IN MAJOR PORTIONS OF THE STATES OF CALIFORNIA, NEVADA, UTAH, IDAHO, MONTANA, WYOMING, COLORADO, NEW MEXICO, TEXAS, OKLAHOMA AND LOUISIANA. END TEXT. CHRISTOPHER

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: COFFEE, PRESS COMMENTS
Control Number: n/a
Copy: SINGLE
Sent Date: 29-Sep-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977STATE234015
Document Source: CORE
Document Unique ID: 00
Drafter: PPPILKAUSKAS:BLO
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770355-0274
Format: TEL
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t1977097/aaaaafts.tel
Line Count: 98
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 0dd87f47-c288-dd11-92da-001cc4696bcc
Office: ORIGIN EB
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 23-Nov-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 1294035
Secure: OPEN
Status: NATIVE
Subject: COFFEE: WASHINGTON POST STORY OF SEPTEMBER 27, 1977 LONDON FOR BOSWORTH
TAGS: ETRD, EAGR, WASHINGTON POST
To: LONDON
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/0dd87f47-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009